

**Gossip  
Along the  
Automobile Row**

Four Rambler Cross-Country touring cars were sent out from the Rambler Auto company Thursday morning, two going to Superior, Neb., one to Fairbury and the other being delivered to George H. Lee of this city.

The new Klaxet horns are being displayed by the Powell Supply company, which are the first of their kind to be put on sale. They were shipped hurriedly to the Powell Supply people, in order to be here in time for the 1913 model exhibit.

The Cadillac Omaha company delivered a 1913 touring car Thursday to R. B. Weller of the Weller Lumber company. Mr. Weller is more than pleased with his purchase and already has had several delightful rides in the new auto.

H. J. Brown of Humphrey, Neb., passed through Omaha last Monday on the return lap of a 1,500-mile journey to Brimfield, Ill. Mr. Brown with four passengers made the trip in a Maxwell car, and during the entire period of travel did not encounter a single accident, making the journey without even so much as a tire trouble.

The United Motor company have produced 100 cars as fast as the factory can turn them out. The first shipment of the lot, consisting of forties and twentys, is already en route to Omaha, and is expected to arrive here sometime this week. A full line of 1913 models are now on the floor awaiting the inspection of carnival visitors, and a better collection of high class automobiles would be hard to find. The show room decorations are second to none in the city and are arranged with a great deal of taste.

J. J. Doright has it from reliable sources that starting sometime next month the road for two miles on each side of the Platte Valley bridge near Louisville, will be macadamized. This will be welcome news to auto enthusiasts in general, especially those who travel considerably between Omaha and Lincoln. This particular stretch of highway is usually the worst encountered between the two cities and has been the bugbear of tourists for years.

L. A. Keller of the Omaha Studebaker branch is contemplating a pleasure trip, following Ak-Sar-Ben, through Iowa and Minnesota. He will be accompanied by Mrs. Keller and a couple of friends, the journey to be made in a Studebaker E-M-F 30. When the party reach St. Paul and Minneapolis, which will be the terminus of the trip, Mr. Keller will be one of the honor members of a family reunion, the Twin cities being his old home.

L. E. Johnson of Madrid, Ia., is this week visiting his brother, A. W. Johnson, of the Johnson-Danforth company. The two brothers will be together until after the Ak-Sar-Ben festivities.

Samples of the 1913 Velle cars were received this week by the automobile department of the John Deere Plow company and are attracting considerable attention at the show rooms at Tenth and Howard. The local home of the Velle car is considered to be possessed of one of the finest appointed salesrooms west of Chicago, and with the white and green show colors profusely evident in every possible form of decoration, the Velle exhibit during the Ak-Sar-Ben should be one of the classiest of its kind in the city.

The T. G. Northwall company just received the show chassis of its twenty-five-horsepower Regal model T. The chassis is finished in white and is of the underlump construction, showing plainly the advantages which is claimed for this type of car. A very deceptive effect is given by the chassis seeming not to have

very much clearance from the ground, but by actual measurement the Regal underlump is fully an inch higher from the surface than 75 per cent of the over-lump cars equipped with the same tires.

The Johnson-Danforth company shipped one of its Avery auto trucks to William Hedegreen of Gothenburg, Neb., early in the week and has already received a favorable letter as to the manner in which the vehicle is working. Hedegreen promises the local house an order for another truck of the same model if the Avery performs perfectly for forty days.

Guy L. Smith delivered a six-cylinder Franklin torpedo to Mr. Wood Cones of Pierce, Neb., last week. The body and running gear of the car are a light brown with dark brown trimmings. The upholstery is in tan hand-buffed leather. The car is equipped with electric lights and self-starter.

H. E. Sides, general manager of the Nebraska Buick Auto company, with branches at Omaha, Lincoln and Sioux City, is authority for the statement that the Buick Motor company at Flint, Mich., has contracted for 130,000 automobile tires, in order that 20,000 Buick cars can be equipped for the 1913 season.

Guy L. Smith has received a six-cylinder forty-eight horsepower Peerless as a part of his 1913 model exhibit. The car is a beautiful Peerless green and is of the seven-passenger touring type.

The Nebraska Buick Auto company received its first shipments of the 1913 Buick models last week. They delivered a new model 24 Buick roadster to Trimble Bros' commission company, a new model 25 touring car to G. W. Wickstrom and a model 21 touring car to S. J. Peterson. The following deliveries also were made out in the state: Model 21 to C. A. Peterson, Gretna; model 21 to C. H. Spaulding, Albion; model 21 to O. C. Reimers, Denison, Ia.; model 21 to H. M. Scott, Norfolk; a model 25 to R. C. Pollard, Nehawka, and a model 25 to W. Sandy of Gretna.

Guy L. Smith has just returned from a trip to the Hudson factory at Detroit. Mr. Smith came back smiling, and he managed to get fifteen carloads of Hudson cars for immediate delivery. Mr. Smith said the Hudson factory is now running twenty-four hours a day in an effort to catch up with the orders that are pouring in.

L. L. Hanson, automobile dealer at Walnut, Ia., was in Omaha last week with a customer and drove home a new fifty-horsepower Abbott-Detroit, purchased from the Huffman Automobile company.

W. N. Hellen, sales manager for the W. L. Huffman Automobile company, spent last week at the Corn Palace at Mitchell, S. D., assisting the Central Auto and Supply company, who are exhibiting the Humphobile line of cars there during the show.

The W. L. Huffman Automobile company has its new 1913 models of the Humphobile. The new models, which are thirty-two-horse power, are listed to sell for the 1913 season at \$75, but the car is fully equipped, including nickel trimming, top, presio tank, etc.

Manager Lindsey of the Velle sales department of the John Deere Plow company, spent Tuesday and Wednesday last week at the Velle factory at Moline, Ill. The occasion of Mr. Lindsey's visit was the annual meeting of the Velle sales organization. Arrangements were made for several large shipments of cars in the near future, and plans for the coming season discussed. The Velle factory has just built a new addition to its plant, which will enable it to handle its increased business this season with a great deal more dispatch than has formerly been possible.

Owners of popular priced cars and others interested in races in which cars of this type take part are marveling over the formal returns of the Cleveland meeting, where, in a handicap event, "Fighting Bob" Evans of the Studebaker staff of speed merchants, drove five miles in 4:59 from a standing start, winning from a big field which includes two Case racers, an Ans, a Humphobile, a Benton and Louis Disbrow's champion

Simplex "Zip." This is by more than twenty seconds the fastest five miles ever traveled publicly on a dirt mile track by a car of less than 230 cubic inches piston displacement. After its first lap, covered in 1:15 the Studebaker pilot averaged better than 51 seconds to the mile, despite the dusty surface of the track and the necessity of passing a number of cars which had started ahead of him.

H. Hansen of Koll & Hansen of Walnut, Ia., was a Powell Supply company visitor last Thursday.

Guy L. Smith delivered a six-cylinder Franklin touring car to J. L. McIntosh of Sidney, Neb., last week.

The local Firestone people will start work immediately on a new 20x75 showroom which will occupy the entire front of their present building at Twenty-sixth and Farnam streets. Manager Kemp expects to have the work entirely completed by the time Ak-Sar-Ben rolls around.

**Shows Big Increase  
in Motor Car Sales**

According to statistics sent out by the bureau of foreign and domestic commerce, nearly \$30,000,000 worth of American motor cars and parts found markets abroad last year, as against \$1,000,000 ten years ago.

The exports of automobiles were valued at \$21,500,000 and of parts and tires at \$8,700,000. In addition the exports to Porto Rico were nearly \$1,000,000 and to the Hawaiian Islands a little over \$1,000,000.

The total number of machines exported was 21,757 cars, valued at \$21,500,000, or an average of about \$1,000 per car.

The imports of cars during the same period fell to \$2,000,000, as against \$4,000,000 worth imported in 1907.

Even the remarkable growth in the exports of American automobiles noted above has not kept pace with the growth in production at home, since the census of 1909 showed the value of automobiles manufactured in the United States in 1909 was \$4,748,000, while that of 1910 showed \$24,200,000 as the value manufactured in 1909.

**AVERAGE DRIVER KNOWS  
LITTLE OF REPAIR TRICKS**

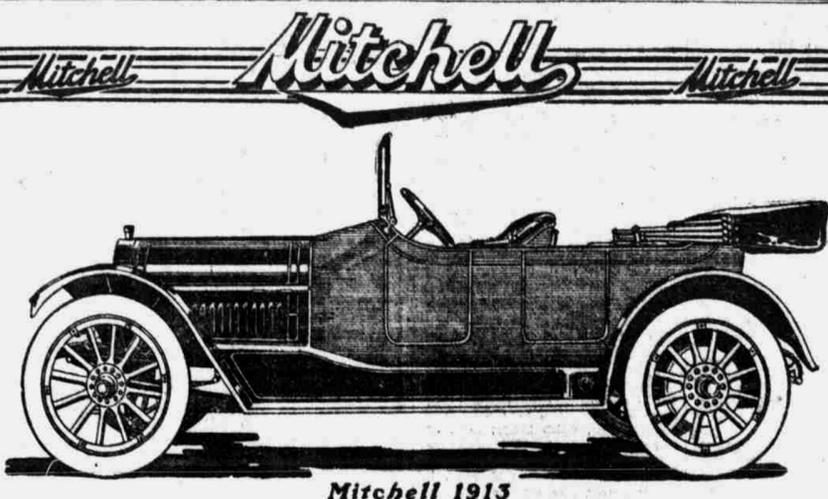
"Some of the simplest and easiest methods of quick tire repair are not always known to the average driver of motor cars," remarked W. L. Wilson of the Wilson Auto company. "Many men not only know little about the interior workings of their car, but are absolutely helpless when a tire goes bad. They have no intuitive mechanical knowledge and have not picked up the little tricks and stunts that help so much."

"The tire occasionally gives them trouble because they do not know of some of the simple little things that can be made so useful in emergencies. Experienced motorists know well the use to which an old casing can be put in case of a blowout. For temporary purposes the best thing to do is to cut out a section of the discarded casing about eight inches long, striping the rubber tread from the fabric. The layers of fabric can then be used as an inside patch.

"No cement or other material is necessary, as the pressure of the tube holds the patch in place. A man can often cover many miles with this crude sort of a repair job, and often, too, it will get him out of a hole that otherwise might prove exceedingly annoying."

**GEORGE AGNEW JOINS THE  
OMAHA MARION COMPANY**

George Agnew, a young man from New Jersey, has just come to Omaha to become associated in the automobile business with C. W. McDonald of the Marion Automobile company.



Mitchell 1913

**AN ANNOUNCEMENT**  
**YOU want—we know what you want; we've put it all into the new 1913 Mitchell.**

You want a long-stroke T head motor, a real long stroke; we make ours 6 and 7 inches long; there's power, high efficiency, flexibility in a long-stroke motor. All moving parts are wholly enclosed; and everything but the lighting generator gear-driven, direct from the motor; the lighting generator is gear-driven from the transmission. You want a long wheel-base; it means the maximum of comfort in riding. You want 36-inch wheels, with tapered spokes for strength. You want the body hung as low as will allow good road clearance. You want Mitchell seven-eighths elliptical springs; one of our new features for your comfort. You want a left-side drive with center control levers; you've wanted that for years. It's a wonder American makers didn't come to it long ago; the common sense arrangement for American cars. You want a cut-back door at the driver's side, so you can enter the front seats easily from either side. You want an electric self starter and complete electric lighting system; operated from the driver's seat.

**ALL FIVE MODELS EQUIPPED WITH**

Silk mohair top and covers	Rain-vision wind shield	Firestone demountable rims
Jones speedometer	Electric self starter	Bosch ignition
Timkin front axle bearings	Electric lighting system	Turkish trimmings
7-passenger Six, 60 H.P., 144-in. wheel base, 4 1/4 x 7 in. stroke, T head motor, 36-in. wheels		\$2,500
5-passenger Six, 50 H.P., 132-in. wheel base, 3 3/4 x 6 in. stroke, T head motor, 36-in. wheels		1,850
2-passenger Six, 50 H.P., 132-in. wheel base, 3 3/4 x 6 in. stroke, T head motor, 36-in. wheels		1,850
5-passenger Four, 40 H.P., 120-in. wheel base, 4 1/4 x 7 in. stroke, T head motor, 36-in. wheels		1,500
2-passenger Four, 40 H.P., 120-in. wheel base, 4 1/4 x 7 in. stroke, T head motor, 36-in. wheels		1,500

**It's an American built French car**  
The French builders were the pioneers in motor car construction; and they're still leaders. American makers have followed them closely. We brought over an expert French automobile engineer; the Mitchell 1913 cars are of his designing, built by one of the best mechanical plants in the country. Associated with our French expert we have one of the best American engineers in the country, who is able to "temper" French ideas to American practice, and American drivers. French design, American built; it's a combination you can't beat. Mitchell cars are built for the man who can't afford to make a mistake, by men who have avoided mistakes in automobile construction and its automobile prices.  
**We've been making vehicles for 78 years and are the largest builders of 6-cylinder cars in the world.**  
**Dealers everywhere. November delivery.**

**Mitchell-Lewis Motor Company, Racine, Wisconsin**  
Branches: New York Philadelphia Atlanta Dallas Kansas City London Paris  
**MITCHELL MOTOR CO. 2050 Farnam St. Omaha, Neb.**

**Punctures and Blowouts Ended**

**Freedom from Tire Slavery at Last**

The one great drawback to automobiling is removed. An actual, practical, proved solution for the tire problem is now within your reach.

out any chance of an annoying, humiliating delay.

It does not contain one particle of rubber. Therefore it is gasoline proof. It will not crumble, harden, oxidize, run or rot. It will not yield to chemicals or chemical action. It is interchangeable, and when one tire wears out you can use it in another.

Automobile authorities concede that Essenkay is the only perfect substitute for air that has ever yet been offered. Thousands of satisfied users amply substantiate this fact.

**Rides Better Than Air**

The resiliency of Essenkay is wonderful. It gives you all the buoyancy, all the smooth, easy riding qualities of air, yet never one of the faults. You get a new sensation in automobiling.

**Essenkay Lowers Your Upkeep Bills**

It does away with the expensive inner tube entirely. Tire repair bills are forgotten. It pays for itself time and time again in the amount of money it saves.

**No More Tire Trouble**

Blowouts, punctures, rim-cutting, all the troublesome and costly features of the air-filled tire are things of the past for the Essenkay user.



**Tire Mileage Increased**

5,000—10,000 miles on one set of casings is the rule, not the exception with Essenkay.

**Put Essenkay Into Your Tires Today**

As soon as you have read this advertisement send or drive your car to us. Let us equip your tires with Essenkay. We want you to learn the true pleasures of motoring. We want you to learn the joys of never knowing tire trouble. We are waiting to equip your tires now. Drop in and let us fix you up today.

Now for the first time you may know the real joy that comes with perfect freedom from tire slavery. Now you may feel the intense satisfaction of knowing that your tires will carry you anywhere you want to go with-

**Essenkay Lasts Indefinitely**

Heat will not cause it to expand or cold to contract. Water will not dissolve or affect it in any way.

We want agents for every county.

**Essenkay Sales Co. of Omaha**  
1902-4 Farnam Street, Omaha

Be ready for the weather that's coming—be ready to go through the winter without a single puncture or blowout. You will on Essenkay.



**ANNOUNCEMENT**

The most remarkable price change of the automobile epoch will come into operation October 1st, 1912. It has been made possible by the gigantic increase in Ford production. And it brings the matchless Ford well within reach of the average income.

- Runabout . . . . . \$525
- Touring Car . . . . . 600
- Town Car . . . . . 800

These new prices, f. o. b. Detroit, with all equipment. An early order will mean an early delivery. Get full particulars from Ford Motor Company, 1916 Harney St., Omaha, or direct from Detroit factory.